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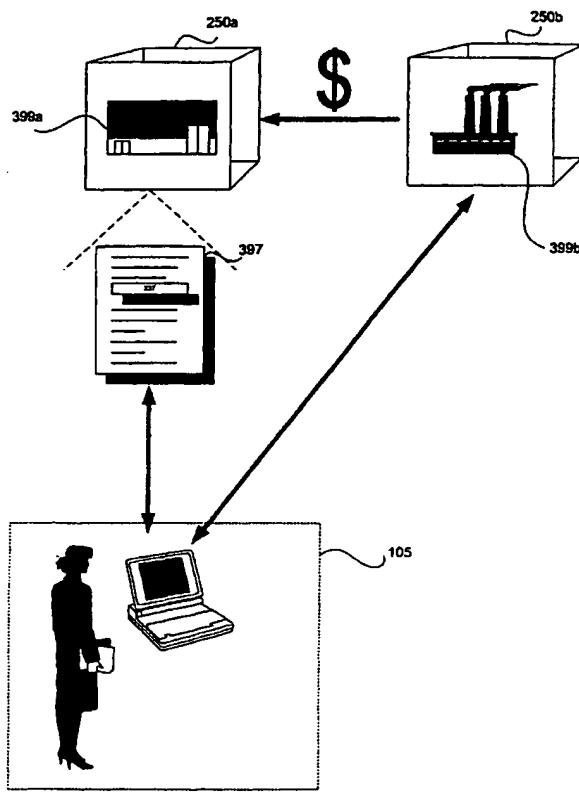
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- (71) Applicant: THE SMARTPORT.COM, INC. [US/US];  
245 Nassau Street, Princeton, NJ 08540 (US).
- (72) Inventor: MORGAN, Micky, T.; 14 Hamilton Avenue,  
Princeton, NJ 08540 (US). Published:  
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- (74) Agent: CARNIAUX, Michelle, M.; Kenyon & Kenyon,  
One Broadway, New York, NY 10004 (US). (88) Date of publication of the international search report:  
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[Continued on next page]

(54) Title: METHOD AND SYSTEM FOR FACILITATING ESTABLISHMENT OF ECONOMIC MARKETPLACES WITH IMPROVED CONTENT



(57) Abstract: The present invention provides a method and system for facilitating the establishment of economic marketplaces between business units (250a, 250b). According to one embodiment, business units (250a, 250b) may enter into transactions with one another for revenue generators (397, 397), which establish currency. A revenue generator (397, 397) possesses inherent value by providing an enticement for a viewer (105) to perform an action with respect to a business unit (250a, 250b) including viewing branding information, viewing advertising, generating a sales lead, establishing a transaction, etc. The present invention also provides a system for automated content management (397) based upon content effectiveness as a function of viewer (105) interaction with content (397).

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*For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.*

## INTERNATIONAL SEARCH REPORT

International application No.  
PCT/US00/11441

## A. CLASSIFICATION OF SUBJECT MATTER

IPC(7) :G06F 17/60  
US CL :705/26;705/400

According to International Patent Classification (IPC) or to both national classification and IPC

## B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

U.S. : 705/1, 26, 27, 400; 709/217, 218, 219

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

None

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

None

## C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 4,992,940 A (DWORKIN) 12 February 1991, see entire document.	1-5, 20 & 21
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Y		6-19
A	BUSINESS WIRE: "Time is now for Internet commerce; CommercePOINT makes IBM the one-stop shop for doing business on the Web"; 04 September 1996, see entire document.	1-21
Y	MULQUEEN: "DoubleClick Wants To Hit Big Button"; InternetWeek, 22 December 1997, page 62.	6-19
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A		1-5, 20 & 21
A	WO 97/49237 A1 (KLOSTERMAN et al) 24 December 1997, see abstract.	1-21

<input checked="" type="checkbox"/>	Further documents are listed in the continuation of Box C.	<input type="checkbox"/>	See patent family annex.
* "T"	Special categories of cited documents:	"T"	later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
"A"	document defining the general state of the art which is not considered to be of particular relevance	"X"	document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
"E"	earlier document published on or after the international filing date	"Y"	document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art
"L"	document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)	"&"	document member of the same patent family
"O"	document referring to an oral disclosure, use, exhibition or other means		
"P"	document published prior to the international filing date but later than the priority date claimed		

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Name and mailing address of the ISA/US  
Commissioner of Patents and Trademarks  
Box PCT  
Washington, D.C. 20231  
Facsimile No. (703) 305-3230

Authorized officer  
EDWARD R COSI  
Telephone No. (703) 308-9783  
*Jamesa R. Matthews*

## INTERNATIONAL SEARCH REPORT

International application No.  
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## C (Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 5,796,952 A (DAVIS et al) 18 April 1988, see columns 2-4, 6, 8, 9 & 11.	6-19 -----
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A		1-5, 20 & 21
A, P	US 5,909,492 A (PAYNE et al) 01 June 1999, see abstract.	1-21
A, E	US 6,085,176 A (WOOLSTON) 04 July 2000, see abstract.	1-21